TRAVEL PRICES ADVANCE IN JULY

Soaring intercity bus fares and lodging prices raised the cost of travel in July by 0.5 percent according to the U.S. Travel Data Center's Travel Price Index (TPI).

For comparison, the cost of consumer goods as measured by the Consumer Price Index (CPI) grew at the smaller rate of 0.2 percent in July.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, rose to 386.3 in July (1967=100).

Intercity bus fares jumped 2.4 percent in July to lead all components, followed by lodging prices with a 1.3 percent increase. Intercity railroad fares advanced 0.8 percent over the previous month.

Airline fares were unchanged in July. The costs of incidentals declined 0.3 percent, the only TPI component to decline in July.

The TPI has grown 5.2 percent since July 1984, compared with a 3.6 percent increase in the CPI.

Lodging prices have risen 8.1 percent over the past twelve months. Intercity bus fares have increased 7.0 percent, followed by a 5.7 percent appreciation in the costs of entertainment services. Taxicab and intercity train fares have grown the least in the past year, up 2.7 percent and 2.9 percent, respectively. ##

Monthly and Annual Rates of Change in the Travel Price Index and Components, July 1985

TPI Component	Monthly Percent Change June 1985 to July 1985	Annual Percent Change July 1984 to July 1985
Transportation	0.2	4.2
Airline Fares	0.0	4.0
Intercity Bus Fares	2.4	7.0
Intercity Train Fares	0.8	2.9
Taxicab Fares	0.2	2.7
Gasoline	0.2	4.2
Lodging	1.3	8.1
Food Away From Home	0.1	3.9
Entertainment Services	0.5	5.7
Incidentals	- 0.3	3.0
TRAVEL PRICE INDEX	0.5	5.2
CONSUMER PRICE INDEX	0.2	3.6

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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FORUM EXAMINES AMERICAN TRAVEL MARKETS (CONTINUED FROM PAGE 1)

Business and convention trips have increased by one-third so far this year, the 1985 survey revealed, prompting Frechtling to speculate that business travel this year will surpass the 1981 level, the last peak year for this activity.

Frechtling ended with a hopeful message to an industry that has been buffeted by sporadic ups and downs since the 1981-82 recession: "Americans have restocked on major durables and are diverting their increasing discretionary income to leisure travel. Businesses, as well, are financing more travel as the rising economy generates more sales and investment opportunities."

Other sessions focused attention on important American travel markets. Highlights include:

• Older travelers: "Americans aged 65 and older comprise the second-fastest growing travel market in the United States, containing 27 million people and 9 percent of the U.S. population. By the year 2000, this figure will have increased to 35 million, and by 2030 will have more than doubled." -- Bob Forbes, director of the Special Services Department, American Association of Retired Persons.

• Frequent business travelers: "Seventy-four percent of frequent business travelers have a college degree and over one-third have completed some graduate work. Over 60 percent of these travelers are between the ages of 25 and 44." -- Jennifer Armstrong, Manager--Marketing Research, Trans World Airlines.

The complete edited proceedings of the eleventh annual Travel Outlook Forum, with tables and charts, will be printed in the 150-page 1985-86 Outlook for Travel and Tourism, available in November 1985. To obtain a copy, send $80.00 (prepaid only) to the U.S. Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036.

The report will be sent to members of the Data Center and the Travel and Tourism Research Association as a membership benefit. ##

SURVEY (CONTINUED FROM PAGE 1)

represents a commitment to increasing the information available about the travel consumer. Travel Weekly currently sponsors the well-known biennial Louis Harris study of travel agency business.

The Survey of Business Travelers builds on a similar proprietary study conducted by the Data Center in 1984-85 for a syndicate of industry corporations. While Travel Weekly plans to publish results of the current study, the Data Center's clients may continue to add proprietary questions to the survey, according to Assistant Director Suzanne Cook, who has headed the survey since it began. ##

TRAVEL INTENTIONS DECLINE

Americans' plans to take vacation trips in the six months following May 1985 fell 6 percent from year-earlier levels, according to the U.S. Travel Data Center's latest National Travel Survey results.

Plans to travel by personal motor vehicle increased by 1 percent, while plans to travel by air fell 21 percent below intentions recorded in 1984.

Of those planning a vacation trip, 44 percent plan to use hotel/motel accommodations, up from 39 percent in 1984, and 40 percent plan to stay with friends and relatives, an increase of only one percentage point from the previous year. Average planned trip duration fell from 8.1 nights in 1984 to 7.4 nights in 1985.

Travel during May 1985 showed strong increases over the level recorded for the previous year, rising 23 percent to 98 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.) ##

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1985/84
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)		N/A	N/A	N/A	N/A
Eating and drinking places(2)	Jun	$10,976 million	0.0	6.8	6.1
Gasoline service stations(2)	Jun	$ 8,557 million	- 2.2	1.5	- 0.2
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Jun	64.7 percent	- 1.7	2.4	- 1.5
Real demand for commercial lodging(4)		N/A	N/A	N/A	N/A
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Jun	19.3 billion	0.6	5.9	9.5
International revenue passenger-miles	Jun	6.7 billion	22.3	11.4	21.0
Highway traffic volume(6)					
Rural arterial vehicle-miles	Jun	41.5 billion	3.9	2.9	3.5
Rail passenger traffic(7)					
Amtrak passenger-miles	Jun	530.9 million	4.8	9.6	5.9
Travel Price Index(8)	Jun	384.5	0.8	5.6	4.3
U.S. resident travel(9)					
Total person-trips	May	98.3 million	32.1	22.7	12.6
Vacation person-trips	May	66.2 million	46.8	22.6	11.4
Total person-nights	May	471.8 million	32.1	45.1	14.5
Vacation person-nights	May	364.1 million	46.6	29.7	7.8
Public use of national parks(10)					
Visits	Jun	32,284,481	17.1	6.2	12.6
Overnight stays	Jun	2,100,206	44.9	-33.9	-13.4
Foreign arrivals in U.S.(11)					
From overseas	May	704,634	6.8	2.5	2.4
From Canada	Jun	862,340	2.0	6.0	9.6
U.S. citizen departures(11)					
To overseas	May	1,370,062	19.8	12.2	6.7
To Canada	Jun	1,622,242	59.7	14.2	7.3
Domestic demand for motor gasoline(12)					
Barrels per day	Jun	6,975 thousand	- 0.9	0.0	2.2

N/A = not available

(1)Source: Laventhol and Horwath, seasonally unadjusted. (2)Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary; U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6)Source: Federal Highway Administration. (7)Source: National Railroad Passenger Corporation (Amtrak). (8)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9)Source: U.S. Travel Data Center. (10)Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11)Source: Statistics Canada and Hattleton Travel Research Center. (12)Preliminary; Source: U.S. Department of Energy.

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